

## **M.A.P. Team Meeting**

**Wednesday, May 30, 2007 9:00 AM**

Agency of Commerce & Community Development

6<sup>th</sup> Floor, Calvin Coolidge Conf. Room, National Life Building, Montpelier

**Attendees:** Kate Westbrook (ACCD – office of CMO); Kathleen Horton (DOH); Colleen Price (VDTM); Carla Vecchione (Office of VT Health Access); Lorraine Turgeon (VT Film Commission); Michele Hill (ACCD); Steve Justice (Ag); Lynn Bruce (DCF); Betsy Ross (DPS); Hugh Bradshaw (Voc Rehab); Craig Whipple (DFPR); Brock Rutter (VFC); Alex Aldrich (VT Arts Council)

**Minutes** of April 25th: finalized

**Important meeting information:** The next meeting will be held on Wednesday, June 27th, 2007 at 9:00 AM at National Life Building, 6<sup>th</sup> Floor, Calvin Coolidge Conf. Room.

### **Open discussion**

**The Vermont Arts Council** has teamed up with the Vermont Film commission and created a Vermont Days home video contest. The details can be found on the Vermont Arts Council website. The video footage can be used for next year's VT Days promotional campaign.

### **Film Commission**

Lorraine discussed the possibility of creating a short seminar for the MAP group to educate those interested in new media resources; how to use these new resources for educational purposes; and for marketing.

Suggested seminar topics include:

- Writing for the web (Chief Marketing Officer's office will look into creating Cyprian course)
- How to shoot video for the web
- Basic editing
- How to get it posted on the web – effective marketing of site (how to get people to view the video)
- Framing a shot
- Learning all the basic components of film and web
- How to write scripts
- How to produce a film
- How to market the video to other sites

- How to communicate with the public (basic language skills)
- Social marketing

Champlain College has expressed interest in working with the State to create such a seminar.

Loranne will work towards creating a short “show and tell” of new technology and terminology for the June or July meeting. (1 hour)

Suggestions for future MAP mini seminars: Distribution and Marketing

They are currently working on their website – looking for cheap/free images.  
They are planning an event for September for the film community.

### **Department of Children and Families**

The website is in stages of redesign – primary summer project. They plan on moving into a content management system

### **Click-It or Ticket – Governor’s Highway Safety Program**

Working on next years promotional campaign  
The website is in process of redesign  
New campaign launch for child safety seats

### **Office of VT Health Access**

Catamount health is scheduled to launch in October  
Medicaid director conference – Carla is looking for contributions to the welcome packets  
She is creating 200 and would like to include information from other state entities

### **Agency of Commerce and Community Development**

Upgrades to the agency’s websites are in process – development and content management system will be done in-house.

### **Agency of Agriculture**

The website is being revamped, splitting between consumers and producers.  
The summer edition of VT harvest is in production and they are currently planning on the fall issue of VT Harvest.  
American Cheese Society will be holding their annual meeting here in Vermont August 2-5<sup>th</sup> with opening reception at Shelburne Farms.

Currently working on the Champlain Valley Fair exhibits which include partnering with the Department of Health in the Wear Building. This years theme is "Feed the Beet" (cooking demos, music, chefs) and includes performances by The Limes (9 piece band)

### **Department of Tourism and Marketing**

VermontVacation.com is in process of redesign. The new site will be launched in late August.

The department is in process of finalizing the summer media plan – radio with focus on instate and out of state (Boston and NY) Markets

Canadian print campaign will be running for the summer

Summer campaign includes an "Out of Home" promotion – involving public transportation terminal images, train – messages, dark tunnel messages (video plays on windows in dark tunnels) in Boston and New York City

### **Department of Health**

Collaborated with the Agency of Agriculture to develop posters for schools "Fit and Healthy Kids" initiative. The theme is - move more, eat more colors (each color highlighted.) get outside more.

Kathleen is working on a style manual to help create consistency in marketing materials throughout the department.

### **Department of Forests, Parks and Recreation**

VT Days is June 9<sup>th</sup> and 10<sup>th</sup>. During that weekend the Waterbury Reservoir is holding its grand reopening on Sunday June 10<sup>th</sup> – celebrating the return of the water – Mountain bike give away will be held during VT Days in state parks.

The department is currently working with Sue Kelly on the "No Child Left Inside" initiative.

Launching the Vermont in-state camping survey.